

How to run a bake sale

Roll up your sleeves, get the oven on and make some delicious tasty treats. Every munch, crunch and ooo yummy is a scrummy way of cooking up your fundraising total.

1. Date and Venue - firstly, you will need to decide a time and place for your event. If you're hosting the bake sale for family and friends, you might want to host it at home. Or, if you run a sale for your work colleagues you could use a meeting room in your office or in a communal space over lunchtime. If you're expecting a lot of guests and you need more space, you could hire out a room in your local church or town hall. Make sure to think about the amount of cutlery and plates you might need!

2. Fellow bakers unite - next you need to get some keen bakers on board. Ask your friends, family and colleagues first if they would like to participate. You can also go out to a bigger audience by putting a shout-out for keen bakers on your social media platforms or pop up some posters or flyers in your community. Just make sure to keep a record of who is baking what and how much to expect!

3. Pricing – establish a pricing system. Make things as easy as possible for customers so work out your prices beforehand and make sure that all the cakes are clearly labelled. Settle on 3 or 4 price points (such as £1, £3, £5 and £10) and ask all of your bakers to package their offerings based on those price points.

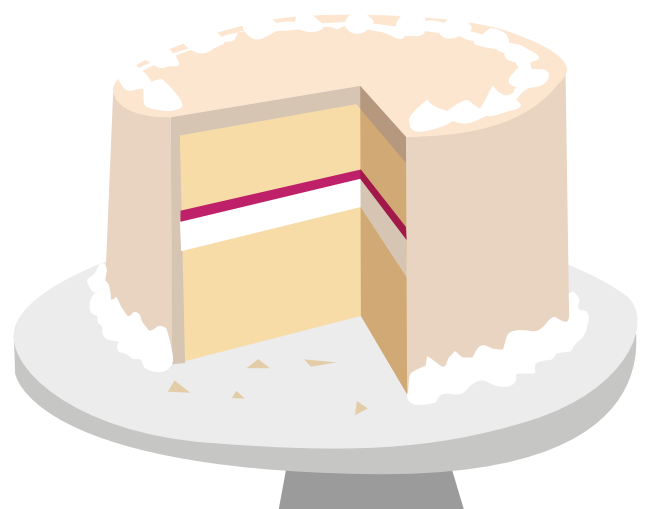


4. Think big - no bake sale would be complete without a selection of the classics – the brownies, cupcakes and the cornflake cake - but why not encourage people to bring some bigger items too? A big cake will add some variety to your table, it's easier to package up and will sell for a lot more money too.

5. Getting the word out - you will then need to think of promoting your bake sale. This can be done through posters in local shops, events posted on social media, and of course word of mouth. Email all your contacts, WhatsApp all your groups, leave no stone unturned!

6. Get baking – give yourself and your fellow bakers plenty of time to get all the baked goods ready in time for your event.

7. Set up on the day – ensure you have plenty of plates, cutlery, and secure ways of collecting cash. Decorate the room in all things Tommy's from our banners to collection tins to Tommy's information flyers and leaflets – order whatever you need from our online shop; tommys.org/shop.



8. Sending the money in – ways to pay in your sponsorship:

Online: the easiest way to pay is to bank all the money and then pay the lump sum via our website at tommys.org. You can say how raised the money through our donation form.

By post: If you receive cheques made out to you or cash, please bank them and make a new cheque out to us with your own cheque book. We will also need your name and the name of your event so we can allocate the cheque to your total. Please do not send cash via the post.

By phone (with your credit/debit card): Call 020 7398 3481 or 020 7398 3400 and we can take the money over the phone.

Don't forget about food allergies and vegans!

Make sure you have a variety of cakes and that all cakes are displayed with every ingredient!

Impulse purchases!

You know how supermarkets put lots of little snacks by the checkout in the hope of tempting shoppers into one final last-minute purchase? Cunning isn't it... But why not take a leaf out of their book and leave paper cones of caramel popcorn or small bags of sweets displayed on your cashier's table? Price them appropriately low and watch them disappear in record time.



Tommy's
Together, for every baby